

Q&A: What Makes This Program Right For You?

What is the Quit For Life® Program?

The Quit For Life Program is brought to you by the American Cancer Society® and Alere Wellbeing on behalf of the City of Frisco. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 2 million tobacco users. The program integrates free medication, web-based learning, and confidential phone-based support from expert Quit Coaches®.

What about other forms of tobacco besides cigarettes?

The Quit For Life Program is tailored to the needs of the participants. Whatever the tobacco type — cigarettes, cigars, pipes, smokeless tobacco — our Quit Coaches have the expertise to help you.

What does the Quit For Life Program include?

When you join our program, we'll help you create an easy-to-follow Quitting Plan that shows you how to get ready, take action and live the rest of your life as a non-smoker or non-tobacco user. The program may include:

- Access to Web Coach®, a private, online community where you can complete activities, watch videos, track your progress and join in discussions with others in the program.
- An easy-to-use printed workbook that you can reference in any situation to help you stick with your Quitting Plan.
- Recommendations on type, dose, and duration of nicotine replacement or medication if appropriate (including patch, gum, bupropion SR or Chantix®).
- Free nicotine replacement therapy (patch or gum) mailed directly to your home if appropriate.
- Unlimited toll-free access to Quit Coaches, who offer as much or as little support as you need.
- Access to Text2QuitSM, a text message feature enabling a participant to connect with a
 Quit Coach, interact with Web Coach, use medications correctly, manage urges, and
 avoid relapse all from a supported mobile phone.

Who is eligible for the program?

The Quit For Life Program is available to benefit-eligible employees of the City of Frisco who anticipate enrolling in a City medical plan in 2016.

If you currently use or have used tobacco within the last 6 months, you are eligible to participate in this program to earn wellness credits for 2017.

How much does it cost to participate in the Quit For Life Program?

We are committed to helping employees from the City of Frisco become free of tobacco, so we are offering this program at no cost to you (the City of Frisco pays the full cost - \$350 per participant - for you to participate once a year). Even the cost of nicotine patches and gums is fully covered.



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How do I earn my \$100 wellness incentive for 2017?

If you complete all of the 5 coaching calls that you receive from the program, you will become eligible for your \$100 wellness incentive for 2017.

When is the deadline to complete this program?

All coaching calls must be completed before August 31st, 2016.

The coaching calls are regularly scheduled throughout a few months. If you feel that you may not get all your calls in by the deadline, you are also welcomed to proactively call-in to complete your 5 coaching calls.

Why are we subsidizing this program?

We believe that quitting tobacco is an important step to improving one's health. The health benefits of quitting tobacco start almost immediately and continue for a lifetime. On average, people who don't use tobacco have lower medical expenses than those who do. You will enjoy better health, live longer, and save money on healthcare.

Is there evidence that the Quit For Life Program works?

The American Cancer Society and Alere Wellbeing have 35 years of combined experience in tobacco cessation coaching and have helped more than 2 million tobacco users.

The program was first validated in 1989 through a randomized clinical trial funded by the National Cancer Institute and the University of North Carolina. The study demonstrated the combination of self-help materials and telephone counseling boosted quit rates by 50 percent. The program has continued to conduct large, randomized trials to prove its methods and effectiveness over the years and also has received six consecutive awards from America's Health

Is participation in the Quit For Life Program confidential?

Insurance Plans (AHIP) for achievements in tobacco control initiatives.

Under federal law, all employees of Alere Wellbeing and the American Cancer Society are required to protect the confidentiality of participants' personal health information. If you have specific questions about how Alere Wellbeing protects participant privacy, please contact Alere Wellbeing.

How does someone enroll in the Quit For Life Program?

Enrollment is easy — just call 1-866-QUIT-4-LIFE (1-866-784-8454) to get started. A registration specialist will verify eligibility to enroll and transfer you to a Quit Coach to get started.

Can an employee enroll again if he/she starts using tobacco again?

Yes. We recognize that it often takes several attempts to quit tobacco for good, and that participants may start using tobacco again during the program. The Quit For Life Program was designed to support participants through all phases of quitting, including relapse. The City of Frisco will pay for an employee to complete this program once in a 12-month period.